

King County Combined Fund Drive Steering Committee
Annual Planning Meeting
University of Washington
UW Tower 4333 Brooklyn Ave NE, Seattle WA 98195
Tuesday, March, 1, 2016 Visitor's Dining Room – Mezzanine Level
9:00 a.m. – 11:00 a.m.

In Attendance: Curtis Bronson (WSDOT Alaskan Way Viaduct), Mike Morris (DSHS), Jeanne Lenz (Employment Security Division), Jolyn Mason (UWCFD), Kerri Everly (UWCFD); Lauren Lane (Ronald McDonald House)

Attendance via phone – Philip Kerrigan (Washington State CFD)

Welcome & Introductions

Jolyn will confirm that date doesn't conflict with UWCFD events. We will partner with King County on fairs this year – Jolyn will find out where and when the King County fairs are for the upcoming campaign.

Development Coordinator will work with Chair to send a letter inviting nominees and winners from the last 2 years to join the committee.

ACTION ITEMS:

Recognition Event Debrief

- Overall, it went well, but there were a lot of no-shows – many at the last minute due to illness.
- The food and the venue were good.
- Kudos to Kerri & Jolyn for getting caterer at the last minute.
- Next year we will move the date to March.
- People liked the game (and they liked people bingo too).
- We need to build in more time for state presentation.
- We were mostly on time and on task.
- People who didn't know each other sat together.
- Room was right size for event and the flow was good.
- Set up went well and the music was great.
- Centerpieces were awesome and the tables looked nice.
- Next year, we are going with a western theme and BBQ for dinner.
- Like venue & program & break in program.
- ID Photo booth area better and have photographer there the whole time.
- Next year, we'll use the state CFD western themed photo booth.
- We need more nominations – especially from King County. Maybe next year, we should extend the deadline and provide hard copies at training.

Campaign Debrief

The training was well received, the mini fair was well attended and donors seemed to like to have cross promotional giving opportunities.

- We need more leadership involvement on a local level.

- State CFD Office will provide contact info for local leaders and Development Coordinator will send nomination forms to leaders.
- If we hosted an event for local leadership, would State CFD support/pay for it? YES!
- Let local coordinators know who is in charge for their region.
- Maybe we can host a Coordinator Connections style event for KC Coordinators.
- Share coordinator contact information within divisions
- Reach out for leadership breakfast for local leadership and coordinators.
- Make sure campaign leaders have coordinator info.
- Development Coordinator will work with Chair to send a letter inviting nominees and winners from the last 2 years to join the committee.
- Send nominees a note to let them know what an honor it is to be nominated.
- Make our guidelines for nomination clear. Look at state materials and update our forms accordingly.
- Development Coordinator to reach out to nominee/nominator to see if there is anything else we need to know about nominee/category.
- Next year, host some kind of kickoff event. Look at community colleges, King Street Station and possibly the Gates Room at UWKC as possible host sites/venues.
- We want to have something with a central locations, big door prize and food.
- Can we start volunteer recruitment sooner? Yes.
- More volunteers = better campaign

Goals:

Review and Evaluate the subcommittee structure the changes made last year:

- Procurement Coordinator
Fine tune the details for this role, but overall, a good model. Will go with single coordinator model again this year.
- Agency Fair/Kickoff Committee
Curtis hosted a fair at DOT and the UWCFD hosted a fair. He would like to host another fair again this year on October 11th. Jolyn will confirm that date doesn't conflict with UWCFD events. We will partner with King County on fairs this year – Jolyn will find out where and when the King County fairs are for the upcoming campaign. We will need volunteers to help with hosting Washington State employees. We will look for other potential sites to host our own stand-alone mini charity fairs. Suggested locations include – King Street Station, the Gates Room at UWKC. Look for a locale downtown and one in South County.
- Training subcommittee
Focus is on getting people trained, keeping good locations and recruiting committee members. Overall, the time frame is good. We need people to help and to help coordinators figure out what training opportunities are available.

The Committee thinks there is value in Jolyn working with the state CFD office to create a stronger internet presence including adding a calendar so our trainings , deadlines and events are clearly called out.

- **Other**

Is it possible to set up a coordinator self-check in station for no-UW employees at the UWCFD charity fair.

Invite winner and nominee to join the Committee.

Campaign Goal

Overall, our numbers in KC weren't bad. We raised \$2.354 million and had 10.87% participation. We were up 175 donors. In 2016, we'd like to see a 1% increase for 2016.

We'd like to work to see a more localized & personalized approach this year – like DSHS or the UW does with their campaign. We can encourage coordinators to build on existing events/gatherings and give them a CFD focus during the campaign.

We would like the state to help us build teams that produce new campaign leaders and build support for the teams and the CFD. Maybe create a countywide leadership team that meets on a quarterly basis and helps train their teams? Similar to the model used at Whatcom Community College. Help make sure leadership has a global understanding of the campaign.

New Standing Agenda Item: Outreach & Learning – Yes, we would like to keep this and would like to try and calendar topics for the year. Please let Jolyn know who you'd like to invite or if there is a topic/issue area you'd like covered and she'll work on getting a speaker for you. Current ideas include: Sharing success stories.

Team Building Activity – We went around the room and told everyone something we'd done that we don't think they have done and that they don't know about you.

Budget

Expenses are in for the recognition event and we are under budget.

State Report

- Still designing material and meeting with sponsors.
- Development
- Attending recognition events
- 5/10 – State breakfast at the Red Lion in Olympia from 8-9:30

Next Meeting: April 5, 2016, 9:00 AM - 10:30 AM - Visitors' Dining Room